

WHAT IS CLAIMED IS:

1. A method for computer-supported evaluation of key company figures in a management process, comprising the following steps:

collecting and storing key company figures in a database, in the form of time series, wherein at least some of the key company figures are determined by means of repeated employee or customer surveys; and

statistically evaluating the time series stored in the database, using an artificial neuron network.

2. A method according to claim 1, wherein the employee or customer surveys are conducted interactively, by way of a data network.

3. A method according to claim 1, wherein the neuron network is trained with the key company figures stored in the database, to allow a statistical evaluation.

4. A method according to claim 3, wherein the neuron network is trained with a training pattern that can be predetermined, said training pattern comprising a first set of time series of key company figures as input data and a

second set of time series of key company figures as target data.

5. A method according to Claim 4, wherein success of the training is evaluated using an overall error of the neuron network, which error reflects a deviation of output data of the neuron network from target data of the training pattern.

6. A method according to claim 4, wherein cause and effect relationships between the key company figures are automatically determined based on results of the training.

7. A method according to claim 6, wherein for the purpose of detecting cause and effect relationships between input data and output data, the strength of a tie between input neurons that have the input data applied to them, and the trained neuron network, is evaluated.

8. A method according to claim 6, wherein for the purpose of detecting cause and effect relationships between input data and output data, at least one input neuron to which input data are applied is uncoupled from the trained neuron network, and a test variable is evaluated, said test

variable reflecting influence of the uncoupling on an overall error of the neuron network.

9. A method according to claim 8, wherein a plurality of values of the test variable is calculated by systematically uncoupling from the neuron network input neurons to which individual key company figures of the first set of the training pattern are assigned.

10. A method according to claim 9, wherein the plurality of values of the test variable is visualized, for the purpose of evaluating influence of key company figures of a first set on key company figures of a second set.

11. A system for computer-supported evaluation of key company figures in a management process, comprising the following components:

a database connected with a data network, for storage of time series of key company figures,

a control client connected with the data network, said control client comprising programming for interactive control of collection and evaluation of the key company figures and storage of the key company figures in the database (2); and

an evaluation server also connected with the data network, said server accessing the key company figures stored in the database and having programming for statistical evaluation of the time series when using an artificial neuron network.

12. A system according to claim 11, wherein the control client also has programming for conducting employee or customer surveys by way of the data network.